This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of the Claims

1. (currently amended) A method of enhancing the ability of a user to interact with a plurality of content providers coupled to a network, the plurality of content providers offering a plurality of enhanced content via the network, wherein said user interacts with the plurality of content providers via a receiver coupled to the network, the method comprising the steps of:

receiving a trigger filter from the receiver;

storing said trigger filter in a ~~data base~~ a controller, which is separate from said receiver, where said enhanced content programming is transmitted to said receiver by said controller;

having said controller detecting a trigger embedded in one of said plurality of enhanced content programming, wherein said trigger indicates the presence of said enhanced content programming;

comparing said detected trigger with said triggers filter;

identifying said enhanced content programming when said detected trigger matches said trigger filter in said comparison step; and

~~coupling~~ transmitting said enhanced content programming to the receiver when said detected trigger matches said trigger filter in said comparison step.

2. (previously presented) The method of claim 1, wherein said trigger filter is based on informational type.

3. (previously presented) The method of claim 1, further comprising the step of transmitting a notification indicator for an occurrence in which said detected trigger embedded in said enhanced content programming confirms to said trigger filter.

4. (original) The method of claim 3, wherein said notification indicator is an audible signal.

5. (original) The method of claim 3, wherein said notification indicator is an on-screen graphic.

6. (original) The method of claim 3, further comprising the step of selecting said notification indicator, said selecting step performed by the receiver.

7. (previously presented) The method of claim 1, said ~~coupling~~ transmitting step further comprising the steps of overriding current receiver programming and directing said enhanced content programming to the receiver via said controller immediately upon detection.

8. (currently amended) The method of claim 1, further comprising the steps of:

    receiving a set of priorities corresponding to each trigger filter in a set of trigger filters; and

    storing said set of priorities in ~~said~~ a data base within said controller, wherein said step of coupling is performed in accordance with said set of priorities.

9. (original) The method of claim 1, said receiving step further comprising the steps of:

    monitoring each of a plurality of user transactions between the receiver and the plurality of content providers;

    extracting transaction information from at least a portion of said plurality of user transactions;

    storing said extracted transaction information in a data base controlled by a third party; and

    forming said set of trigger filters based on a combination of at least a portion of said extracted transaction information.

10. (previously presented) A method of enhancing the ability of a user to interact with a plurality of content providers coupled to a network, the plurality of content providers offering a plurality of enhanced content programming via the

network, wherein said user interacts with the plurality of content providers via a receiver coupled to the network, the method comprising the steps of:

storing a trigger identifier in a data base within a controller which is separated from said receiver, where said receiver receives said enhanced programming through said controller operated by a network operator;

detecting via said controller a trigger embedded in enhanced content from the plurality of enhanced content programming, wherein said trigger indicates the presence of said enhanced content;

pairing said detected trigger with said trigger identifier; and

notifying the receiver of available enhanced content programming user said trigger identifier when said trigger identifier matches said detected trigger where said pairing and notification steps are performed by said controller.

11. (previously presented) The method of claim 10, wherein said trigger identifier is comprised of a plurality of on-screen graphics.

12. (previously presented) The method of claim 10, wherein trigger identifier is comprised of a plurality of audible signals.

13. (currently amended) The method of claim 10, further comprising the step of receiving said trigger identifier from the receiver which is stored in the database of said controller.

14. (currently amended) The method of claim 10, further comprising the step of receiving trigger identifier from a said network operator.

15. (original) The method of claim 10, wherein said notifying step is performed upon the initial receipt of the enhanced content programming.

16. (previously presented) The method of claim 10, wherein said set of trigger identifiers corresponds to the plurality of content providers.

17. (previously presented) The method of claim 10, wherein said trigger identifier correspond to a plurality of information types.

18. (withdrawn) A method of generating revenues for a network offering a plurality of programming options to a user via a receiver, the method comprising the steps of:

detecting a first trigger embedded within one of said plurality of programming options;

replacing said one of said plurality of programming options with at least one enhanced content program, wherein said at least one enhanced content program is provided by at least one content provider;

obtaining revenues from said at least one content provider in response to said replacing step; and

restoring said one of said plurality of programming options.

19. (withdrawn) The method of claim 18, wherein said restoring step is performed after conclusion of a predefined time period.

20. (withdrawn) The method of claim 18, further comprising the step of detecting a second trigger embedded within said one of said plurality of programming options wherein said restoring step is performed after detection of said second trigger.

21. (withdrawn) The method of claim 18, wherein said first trigger indicates commencement of a programming interruption.

22. (withdrawn) The method of claim 20, wherein said second trigger indicates conclusion of a programming interruption.